

ORDER

KSNV

Orders
Order / Rev: 102150
Alt Order #: 06817867
Product Desc: DCCC
Estimate: 1194
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 05/24/12 / 10/11/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Democratic Congressional Campaign *Revised*
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	124	\$86,950.00	\$73,907.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	124	\$86,950.00	\$73,907.50	0.00
Totals	124	\$86,950.00	\$73,907.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	37%	\$86,950.00
Market	100%	\$235,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$56,400.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$37,600.00
KTUD	0%	\$0.00
KVVU	20%	\$47,000.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,050.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	5	\$400.00	2	0.00	NM	5	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$400.00		0.00				

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	5	\$400.00	2	0.00	NM	5	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$400.00		0.00			
E 2	KSNV	10/16/12	10/22/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	4	\$200.00	1	0.00	NM	4	\$800.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWT--S					4	\$200.00		0.00			
E 3	KSNV	10/16/12	10/22/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$725.00		0.00			
E 4	KSNV	10/16/12	10/22/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	14	\$900.00	1	0.00	NM	14	\$12,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					14	\$900.00		0.00			
E 5	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$375.00		0.00			
E 6	KSNV	10/20/12	10/20/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					2	\$625.00		0.00			
E 7	KSNV	10/21/12	10/21/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$375.00		0.00			
E 8	KSNV	10/21/12	10/21/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	2	\$500.00	2	0.00	NM	2	\$1,000.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					2	\$500.00		0.00			
E 9	KSNV	10/21/12	10/21/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
E 10	KSNV	10/21/12	10/21/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$500.00	2	0.00	NM	1	\$500.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
E 11	KSNV	10/16/12	10/22/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	10	\$425.00	1	0.00	NM	10	\$4,250.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					10	\$425.00		0.00			
E 12	KSNV	10/16/12	10/22/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$325.00		0.00			
E 13	KSNV	10/16/12	10/22/12		CM	11am-12pm	MTWTF--	:30	10	\$325.00	1	0.00	NM	10	\$3,250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray Rachael Ray											
				RACHEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			10		\$325.00			0.00			
E 14	KSNV	10/16/12	10/22/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5		\$425.00			0.00			
E 15	KSNV	10/16/12	10/22/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
				NEWS 4: THE AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5		\$325.00			0.00			
E 16	KSNV	10/16/12	10/22/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5		\$325.00			0.00			
E 17	KSNV	10/16/12	10/22/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	5	\$450.00	1	0.00	NM	5	\$2,250.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5		\$450.00			0.00			
E 18	KSNV	10/16/12	10/22/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5		\$725.00			0.00			
E 19	KSNV	10/16/12	10/22/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
				NEWS 4 AT 430P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5		\$725.00			0.00			
E 20	KSNV	10/16/12	10/22/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5		\$1,200.00			0.00			
E 21	KSNV	10/20/12	10/20/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
				KSNV EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-			1		\$675.00			0.00			
E 22	KSNV	10/16/12	10/22/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			4		\$1,300.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	KSNV	10/16/12	10/22/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			4		\$1,300.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KSNV	10/16/12-10/22/12	M-F Jeopardy			630-7pm	MTWThF-----	:30		(\$1,300.00)		0.00	NM		
See MG 22.5 [PGM CHG = JEOP OR WHEEL IN PRIME]															
4	KSNV	10/16/12-10/22/12	M-F Jeopardy			630-7pm	MTWThF-----	:30		(\$1,300.00)		0.00	NM		
See MG 22.6 [na debates]															
5	KSNV	10/16/12-10/16/12	Jeopardy in PRIME			M-SA 8-11p / SU	-T-----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 22.3 10/16 [INV CODE]															
6	KSNV	10/22/12-10/22/12	Jeopardy in PRIME			M-SA 8-11p / SU	M-----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 22.4 10/22 [INV CODE]															
E 23	KSNV	10/16/12	10/22/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	5	\$1,300.00	1	0.00	NM	5	\$6,500.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$1,300.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/16/12-10/22/12	M-F Wheel			7-730pm	MTWThF-----	:30		(\$1,300.00)		0.00	NM		
See MG 23.7 [na debates]															
2	KSNV	10/16/12-10/22/12	M-F Wheel			7-730pm	MTWThF-----	:30		(\$1,300.00)		0.00	NM		
See MG 23.6 [PGM CHG = JEOP OR WHEEL IN PRIME]															
6	KSNV	10/16/12-10/16/12	Wheel of Fortune in PRIME			M-SA 8-11p / SU	-T-----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 23.2 10/16 [INV CODE]															
7	KSNV	10/22/12-10/22/12	Wheel of Fortune in PRIME			M-SA 8-11p / SU	M-----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 23.1 10/22 [INV CODE]															
E 24	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	2	\$525.00	1	0.00	NM	2	\$1,050.00
JEOPARDY/ WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			2		\$525.00		0.00				
E 26	KSNV	10/21/12	10/21/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	:30	2	\$1,600.00	2	0.00	NM	2	\$3,200.00
NEWS AFTER NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			2		\$1,600.00		0.00				
E 27	KSNV	10/21/12	10/21/12	LAW & ORDER (synd) PM Law & Order (synd) PRIME	CM	SU 10-11P	-----S	:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
LAW & ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			2		\$900.00		0.00				
E 28	KSNV	10/16/12	10/22/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			2		\$1,200.00		0.00				
E 29	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$1,100.00		0.00				

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E 30	KSNV	10/16/12	10/22/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	8	\$500.00	1	0.00	NM	8	\$4,000.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		8				\$500.00		0.00			
N 31	KSNV	10/21/12	10/21/12	NFL End of Game Break NFL End of Game Break	CM	1p-9p	-----S	:30	1	\$8,000.00	1	0.00	NM	1	\$8,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1				\$8,000.00		0.00			
													Totals	124	\$86,950.00